



October 30, 2014

«first\_name» «last\_name»  
«bill\_address\_1»  
«bill\_address\_2»  
«bill\_city», «state» «bill\_zip»

Subject: Notification of Possible Security Breach

Dear «first\_name»:

At One Love Organics, we value your business and respect the privacy of your information, which is why, as a precautionary measure, we are writing to let you know about a data security incident that may affect you.

Between the dates of August 24<sup>th</sup> and October 15, 2014, a criminal from Eastern Europe used the Internet to gain illegal and unauthorized access to customer account information, including one or more of the following: your name, e-mail address, billing and shipping addresses, phone number and credit card information (including account number, expiration information and CVV code).

Because the security of your personal information is important to us, we had taken steps to protect your information. We had performed the required security and hardening procedures required by the Payment Card Industry Data Security Standard ("PCI DSS"). We also use a "payment gateway" in our web store. Your credit card number, expiration information and CVV code is not stored on our system and cannot be accessed by us. We thought we had done all that could be done to protect your information.

#### ***How Did The Breach Occur?***

On October 15, 2014, we learned that an attacker using the Internet was able to gain access to our web server through a vulnerability in the shopping cart system utilized on our website. The intruder uploaded a malicious PHP script via SQL injection to obtain access to the payment gateway integration code. This allowed the attacker to capture customer account information as it was entered. Some or all of the orders placed on the website between August 24<sup>th</sup> and October 15, 2014 may have been compromised.

#### ***What Are We Doing To Deal With This Breach?***

When we discovered the breach on October 15, 2014, immediate steps were taken to minimize the effect of the breach.

First, we stopped the breach by changing the administrator passwords, deactivating the malicious PHP script, and removing the SQL injection vector. As a result, the attacker is no longer able to access our servers.



«first\_name» «last\_name»

October 30, 2014

Page 2

Second, we are conducting a daily automated security log audit and weekly manual audits to prevent further incursions from the same party or other parties using similar methods.

Third, since the breach was made possible by a vulnerability in the shopping cart system used on our website, we have decided to replace our existing shopping cart system with a new one and have already engaged a web developer and will be working diligently to make that transition.

Finally, we are reporting this incident to law enforcement in the hope that they can locate the individual or individuals responsible for this breach.

#### ***WHAT CAN YOU DO?***

We are notifying you so you can take action along with our efforts to minimize or eliminate any potential harm. We strongly encourage you to take preventive measures now to help prevent and detect any misuse of your information. We recommend:

That you closely monitor your financial accounts. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained.

That you consider obtaining and reviewing an up-to-date credit report. You may obtain a free copy of your credit report from each of the three major credit-reporting agencies once every 12 months by visiting <http://www.annualcreditreport.com>, calling toll-free 877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>.

That you purchase a copy of your credit report by contacting one of the three national credit-reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report is provided below:

##### **TransUnion**

(800) 916-8800 [www.transunion.com](http://www.transunion.com) P.O. Box 6790 Fullerton, CA 92834

##### **Equifax**

(800) 685-1111 [www.equifax.com](http://www.equifax.com) P.O. Box 740241 Atlanta, GA 30374

##### **Experian**

(888) 397-3742 [www.experian.com](http://www.experian.com) P.O. Box 9532 Allen, TX 75013

Even if you do not find any suspicious activity on your credit report, the United States Federal Trade Commission (FTC) recommends that you check your credit reports periodically.



«first\_name» «last\_name»

October 30, 2014

Page 3

Checking your credit reports periodically can help you spot problems and address them quickly. You can also request that the credit reporting agencies place a credit freeze or fraud alert on your credit report. To obtain more information about the steps you can take to avoid identity theft, you can contact the FTC at (202) 326-2222, 600 Pennsylvania Avenue, NW, Washington, DC 20508. You can also find this information on the World Wide Web at: <http://www.consumer.gov/idtheft/>.

We offer this information only as a precaution to assist you in preventing any misuse of your personal information.

#### **SUMMARY**

We have tried our best to give you as much information as possible in this e-mail.

To summarize:

Between the dates of August 24<sup>th</sup> and October 15, 2014, there was an illegal and unauthorized access of our servers. As a result, some of your customer account information may have been obtained.

We took immediate steps to minimize the effect of the breach on our site.

We strongly encourage you to take preventive measures now to help prevent and detect any misuse of your information.

Closely monitor your financial accounts and if you detect any suspicious activity on an account, promptly notify the financial institution or company with which the account is maintained.

Obtain and review an up-to-date credit report. Even if you do not find any suspicious activity on your initial credit reports, the United States Federal Trade Commission (FTC) recommends that you check your credit reports periodically.

#### **ONE MORE THING**

One Love Organics is a small, family and artisan owned company. We have worked very hard over the last four years to build our reputation, brand, and trust one customer at a time. Although we are disheartened to have this criminal activity affect our company and customers, we still believe that love is the greatest, most powerful force on earth and that goodness will prevail.

To share the love and help offset any inconvenience that this incident may have caused you, we are offering a 25% coupon code \_\_\_\_\_ on your next [www.oneloveorganics.com](http://www.oneloveorganics.com) purchase, good now through 12/31/2014.



«first\_name» «last\_name»

October 30, 2014

Page 4

If you have any further questions, please feel free to reach me by e-mail at  
As a small company, we do not have dedicated customer  
service representatives answering our telephone, and I personally produce and help ship the  
products we send out each day so e-mail is the best way for me to communicate with you.

Respectfully,

A handwritten signature in red ink that reads "Suzanne LeRoux". A small red heart is written to the left of the name.

President, One Love Organics, Inc.